

Notice to the Public

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Founders: GERSHON AGORON Managing Editor: TED R. LORIE

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IT is the industrial world in Israel, as much as the scientists, who welcome the establishment of the Rothschild Foundation for Advanced Scientific Research, which brings to this country for the first time a fund that is devoted to the development of applied scientific research.

Miss Bethsabée de Rothschild—who is already known in this country as a perceptive patroness of the arts—thus comes to perpetuate a Rothschild family tradition of generosity in a new way. Her \$2m. fund has been established on the classical American pattern of public benefit under semi-public control.

In the past scientific research as a whole in Israel has tended to emphasize fundamental work, to some extent because there were no industrial undertakings wealthy enough—or sufficiently forward-looking—to finance applied research on a larger scale. Both the University and the Weizmann Institute set out almost exclusively in the direction of fundamental research, without which, indeed, no serious study of the sciences is possible, for they have considered their specific responsibility. Yet both organizations have during the past few years branched out into projects of more immediate application to local problems, in recognition of the urgent need. The University has set up a Centre of Applied Research, where students will be able to get specialized training.

The Weizmann Institute, at the same time, has operated a plastics research laboratory jointly with the Israel plastics industry, where its manpower is made available for the examination of the theoretical background of practical production problems. In the same way, the Ministry of Trade and Industry has also realized that in some cases a research grant is the quickest way of breaking a bottleneck and is in future to take this path when it appears advisable, and funds can be freed for the purpose. The Technion, by its nature, has of course always been largely concerned with technological work.

If proof were needed of the importance of this form of work, and investment, it can be found in the many thousands of millions of dollars annually spent on research in the United States, much of it through such giant foundations as those set up by Ford and Rockefeller. Israel has been fortunate in benefiting by these also, and particularly by grants from the Ford Foundation, which have been used mainly for the furthering of agricultural projects.

While of course in these cases, also, the projects to be undertaken have been selected and proposed by a local panel, it is a lengthy process to have these rechecked and finally approved in the United States, and there is as a result a good deal of administrative delay. It is most satisfactory that the Rothschild Foundation should be established in Israel itself, and take on a national character, becoming available for whatever studies are most urgently needed here. Carrying on the practice of the Government's own Research Council, the new body is to have a small Advisory Council to consider priorities and choose the dozen or so new projects a year which it will be able to support at the various existing institutions. For the time being, it will include scientists from the Technion and other Israeli scientific institutions, while, curiously, the University itself is not yet represented.

The fund will find a wide and rewarding field of work in petro-chemical research—still in its first stages in Israel—the many branches of food and production chemistry that have been somewhat neglected, improvements in housing and the perennial problem of the stretching of our water resources.

Russia May Crash Oil Market

Societies Expected to Surpass U.S. Production

By EDWARD CRANKSHAW

LONDON (UPI).—A GREAT many people, not unnaturally, believe that there is nothing the Russians would like better than to get the oil of the Middle East for themselves. In fact, they do not need it. True, there is a certain tightness in the Soviet oil situation at this moment, and the demand of the East European satellites are not being met; but it is only a very temporary shortage, and very soon the Soviet Union will be setting its oil needs from her own resources. What, in fact, is troubling the oil tycoons of the West is the fact that before very long she will break into the market as a major exporter of oil.

We still think far too much in terms of the Caspian port, the capital of Azerbaijan, right up against the Iranian border. And, indeed, the visitor to Baku might very well believe that it is still the heart of the Soviet oil industry. Sweltering under a blinding sun, the place reeks of oil. If you fly to Baku in an unpressurized aircraft, as the second largest of its kind in the world, it hits you at 4,000 or 5,000 feet.

Barren Landscape

The barren landscape to the east of the city is like something imagined by Paul Nash. Hundreds of derricks, their automatic pumps rising and falling like sun-baked earthy crabs. The whole landscape is stained by the excess, which fills the ditches and forms a dark, sticky, blackish depression. Out in the distance, structures, pumping away for ever.

It has happened very quickly. In 1945 the Soviet Union produced 29 million tons of oil. In 1957 it had increased to 114 million tons. Of the known reserves of oil, three quarters are in the Soviet Union. The known reserves of the U.S. are now producing, and even allowing for substantial increases in home consumption, she would be able to export 100 million tons a year; the current consumption of Western Europe is added, was 150 million tons a year.

Other experts believe that two years from now Soviet wells will be producing far more crude oil than the refineries can process—and that the surplus (about 30 million tons, they say) will be exported. Soviet refinery capacity, however, has grown so fast in the last few years that there seems no reason why it should not keep pace with the output. The incentive is very great.

YESTERDAY'S PRESS

U.S. Actions Illogical

THERE is no logic in America's supplying arms to the Baghdad edition of Nasserism while guaranteeing at the same time the independence of Persia, Turkey and Pakistan, writes Herut. We can readily understand the perturbation in these capitals, where there is a realization of the lack of orientation evinced by Mr. Dulles and his associates. Their policy to the United States will no more help them than the experience of pacts and agreements which deliver Czechoslovakia from Hitlerite aggression. Hamodia (World Agence) writes that the pro-Arab officials in the State Department seem to have retained their influence despite Eisenhower's recent hint that American policy on Sinai and Suez has been in error. This seems to be an answer enough to the question of why Soviet influence in the East has been steadily waning. Davar (Histadrut) writes that there is no question of a friendly regard for Israel, but even if, despite that attitude, it consistently declines to supply us with the necessary arms (while it misuses no opportunity to thrust them upon Iraq) the only reason seems to be that the State Department sages do not believe that there is any danger of our receiving arms from Moscow. (Thus, anyone who wishes to obtain arms from Washington should apply to Moscow.) It seems that the voice of Western policy

Inside the Soviet Union the demand is far greater than the supply. At one end of the scale there are still frequent shortages of paraffin in the countryside and in provincial towns; at the other end, the plan to replace all steam locomotives by Diesels, throughout the gigantic railway network is only just beginning.

World's Largest

There is no "alleged" about it: it is the largest, and it has been built with remarkable speed. It is a sign of the times that in referring to the new hydro-electric station on the St. Lawrence Seaway "Time" had to describe it not as the second largest in the world (coming after the Grand Coulee), but as the second largest in the "free world."

Oil, however, is needed in huge quantities for industry, for transport and for the armed services. In spite of all the hullabaloo about tractors that has gone on uninterrupted

ever since the first Five-Year Plan, 20 years ago, Soviet agriculture is still only fractionally mechanized. In spite of the sputniks the production of trucks and motorcars is by Western standards negligible. Outside the Soviet Union, the satellites are starved of oil. As for China...

Hot for West

All we know is that the global demand for oil should be tremendously increased. If our talk about developing backward areas means anything at all—and that, pace Standard Oil and provided our politicians can keep up with the times, it will not matter very much where the stuff comes from.

Meanwhile, we may take it that the Soviet Union can do very well without Iraq and Kuwait though that is not to say that it will not go on doing its best to make those areas not for the West.

HUNGARIANS RAID BERNE LEGATION



BERNE—Two former Hungarian Freedom Fighters surrendered to Swiss police last weekend after they had fought a gun battle with the staff of the Hungarian Legation in Bern during a raid on the Legation. The pair were András Papp, 31, and 32-year-old Sándor Nagy. Nagy was severely wounded during the gun battle and is seen being carried from the Legation. Express Photo

PROBING SECRETS OF THE MOON

By a Special Correspondent

WHEN the first moon rocket is fired successfully it will mark a turning point in man's long and remarkable relationship with the earth's great satellite.

Selenology (study of the moon) hums with open questions. How did the moon originate? What produced the craters? Has the moon a magnetic field? What is the surface made of? Can any changes be seen on the moon's surface? Are there any traces of atmosphere—or life?

The question of the origin of the craters, in particular, has roused such interminable and passionate controversy that the debate has been called "The Hundred Years War."

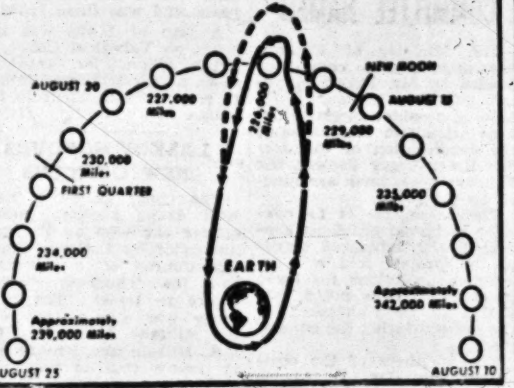
What, then, can science tell us about the moon? And what can "lunar probes" and rocket experiments hope to find out?

As planetary satellites go, the moon is large, 2,160 miles in diameter. The moon's egg-shaped orbit round the earth means that its distance varies from 221,463 to 252,710 miles. It moves along its orbit at 2,200 m.p.h. which is one reason why it will be difficult to score a direct hit.

Common Centre of Gravity

Both moon and earth are subject to the sun's attraction. The result is a complexity of motion not yet solved by mathematics.

The "perturbations" of the moon's orbit can make the



(Chart shows approximate distance from earth to moon from Aug. 10 to Aug. 25 with path the American rocket might have taken. The gravitational attraction of the moon might deflect a rocket into an orbit something like that indicated by the solid line. The broken line indicates a rocket path that might have been taken. The chart, obviously not drawn to scale, is based on data issued by the Hayden Planetarium, New York.

length of the lunar month varies by several hours; the moon's motion has been broken down into 300 main periodic motions, and 500 subsidiary ones. So complicated are the movements of earth, moon and sun, in fact, that their relative positions are never exactly repeated.

The difficulty of planning a rocket's orbit through this complexity may be appreciated. The origin of the moon is obscure. One theory was that it separated from the earth while both were in a hot, liquid state. The Pacific Ocean has been considered to be the hole left by the moon's departure. This theory is not much favoured at present. In fact, most astronomers now doubt whether the moon was ever part of the earth. One suggestion is that it condensed separately out of cosmic dust and gas, and was later captured by the earth's gravitational field.

The moon's surface has been mapped and studied in great detail in many parts of the earth. But while it is well known, it is not well understood. The moon's crater, 2,000 feet above the surrounding plain, but may fall 5,000 feet to the crater floor inside. There is often a "hump" in the middle of the floor and the sides of the craters are often terraced. They are quite unlike terrestrial volcanic craters.

Military Base

There are larger scale problems, too. Has the moon got a magnetic field? Some of these questions moon rockets will answer before long. For the moment, however, they will not be enough. The itch to get to the moon in person seems irresistible. What will the moon come to mean to us in the future?

Is it a military base or battleground? A superb observatory, unclouded by air and mist? A source of minerals? A holiday home for those who would like a fortnight

ing "chariot" which could carry men, together with food for their vitium, and commodities for "trafficking." We retain many echoes of our old relationship to the moon, in many parts of the world lunar festivals, legends and customs still flourish.

Desert of Light Years

The most striking, perhaps, occurs in the Pacific: there, as the day of the last quarter of the moon, November moon (dawns) (and on no other), the "Alaoi Worm" (Leontide) swarms to the surface to which eggs and sperm are laid. (How does it know, in its sea-floor burrows, what the phase of the moon is?)

Moon Lore

From Shakespeare, the moon is "governess of floods" and "the watery star." Caliban's mother was a witch "so strong that she could count the moonbeams." Then, as rationalism began to gain momentum, mythology gave way to fantasy. Science fiction appeared on the scene. For instance, the "Speedy Messenger," tells us how he visited the moon in 1939, drawn by a trained flight of swans.

He found huge people, buildings, plants and animals, and a Supreme Monarch who had reigned for 3,000 years. The men on the moon were heavy smokers, the climate perpetually spring-like. On March 29, 1891, he took off again for earth, and landed in China.

Bishop Wilkins, of Chester (1614-1672), while claiming no first-hand experience, produced "The Discovery of Worlde in the Moone, Or, A Discourse Tending to Prove that 'tis probable there may be another habitable World."

He suggested that the moon has an "atmosphere, or an orb of groffe vaporous aire, and that it might be possible to construct a "py-

With Order N. 500 down for New German OLSCHWANGER PIANINO locally assembled. Superior quality, 71 octaves. Schwander mechanism. Entirely brass-plated. Saphir Music Store, 2 Rehov Ben Yehuda, Jerusalem.

State of Israel Ministry of Education and Culture STATE ULPAN AKIVA Hebrew Study Centre NATANYA 4½ MONTH COURSE Opens September 17, 1958 CLASSES FOR BEGINNERS - INTERMEDIATE - ADVANCED INTERNS (Board and Tuition, all included) - IL150 monthly EXTERNS (Tuition, only) - IL25 monthly Special Monthly Courses - IL100 monthly - IL150 monthly - IL200 monthly - IL250 monthly - IL300 monthly - IL350 monthly - IL400 monthly - IL450 monthly - IL500 monthly - IL550 monthly - IL600 monthly - IL650 monthly - IL700 monthly - IL750 monthly - IL800 monthly - IL850 monthly - IL900 monthly - IL950 monthly - IL1000 monthly - IL1050 monthly - IL1100 monthly - IL1150 monthly - IL1200 monthly - IL1250 monthly - IL1300 monthly - IL1350 monthly - IL1400 monthly - IL1450 monthly - IL1500 monthly - IL1550 monthly - IL1600 monthly - IL1650 monthly - IL1700 monthly - IL1750 monthly - IL1800 monthly - IL1850 monthly - IL1900 monthly - IL1950 monthly - IL2000 monthly - IL2050 monthly - IL2100 monthly - IL2150 monthly - 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Goodbye to the Squeeze

Packaged Bread to Appear on Market

By MACABEE KASIN
Jerusalem Post Reporter

SLICED and wrapped bread will go on sale in Jerusalem for the first time around Rosh Hashana. It will be distributed by Angel's Bakery in Bayit Vegan.

The wrapped loaves will do away — it is hoped — with the ancient habit still practiced by many housewives of grasping loaf after loaf and squeezing them firmly to test their freshness. Those loaves which do not meet the squeeze test are rejected. Many housewives must every loaf just unloaded from a delivery van in this way, although they know that all were baked at the same time.



one ton of "superior" waxed paper. Mr. Angel claims that most of the materials needed to make waxed paper have to be imported anyway.

So far, the Ministry has not granted him a license for the import of foreign paper for this purpose.

Studied in U.S.

Mr. Angel, who studied modern bakery methods in the U.S. under the sponsorship of the U.S. Operations Mission, manages Jerusalem's second largest bakery. The largest of Herta's produces 60-80 tons of bread a week, while Angel's turns out 35 tons.

Of the other 15 bakeries in Jerusalem, two are of medium size, turning out 25 and 15 tons respectively, while the others produce only from three to ten tons each.

Angel's is now building a new highly mechanized plant near Givat Shaul, which will be capable of baking 2,000 loaves an hour. This plant, when in production, will make the largest bakery of bread in the capital. The Government has allocated IL400,000 from the Development Budget towards building the plant.

Knech-Proof

"Wrapped loaves are 'squeeze proof,'" optimistically says Mr. Daniel Angel, Director of the bakery which was founded by his father, Salomon A. Angel. He explains that bread must be cold before it can be sliced mechanically and have its waxed paper wrapper hermetically sealed by heat.

There will be no need for housewives to handle each loaf for wrapped loaves stay fresh for days. One of the great benefits of wrapped bread is that it reduces waste, since the freshness is preserved by the wrapping. This saving partially offsets the cost of wrapping.

Mr. Angel estimates that each sliced and wrapped loaf will cost the consumer 50 pruta more if local paper is used, or about half of this if imported paper is used. According to his calculations, which he has submitted to the Ministry of Commerce and Industry with a request for an import licence, it will cost only \$700 a ton to import

wrapping is added. Not all the bread will be wrapped, so that consumers preferring unwrapped bread will be able to obtain them at the old price.

Will anybody buy bread that costs 50 pruta more a loaf, if he can get the same loaf unwrapped?

"You'll be surprised," Mr. Angel answers. "Everyone who wants fresh, untouched bread. When our former plant, Israel Bakeries in Haifa, began wrapping bread last year, even sold considerable quantities to Tel Aviv. I don't see any reason why we shouldn't also 'export' wrapped loaves to Tel Aviv."

WORLD'S PROBLEMS: FAMILY SOLUTION

Two refugees from Yugoslavia who now work at the glass auto factory in France have decided to work for friendship between all nations. They have written the following suggestion to the heads of all governments:

"A common vacation each year for all heads of foreign states to the U.S. The most also bring their families. The vacation spot could be a quiet island with trees and a mild climate. Small villas could be built with all necessary comforts. There could be parks, sports fields, fishing pools, gardens and children's playgrounds."

Their first answer has been received. It is from General Charles de Gaulle, who "promises to examine this suggestion with attention."

(France-Sol, Paris).

Meet Your Meat Ration

Unloading Frozen Beef is He-Man's Job

NEXT time you swallow your monthly meat ration (100 to 150 grams) don't grumble. Before you close your jaws over the morsel for ever, sit back a moment and consider how much planning, effort and organization went into the humble portion. Let us take, as an example, the case of the Government.

The meat was ritually slaughtered somewhere near Buenos Aires. It was bought on behalf of the Government. The beef was loaded almost immediately and the ship left for Haifa. Her refrigerated holds were set at a temperature of minus 12 degrees Centigrade, as stipulated in the contract. They contained 25,000 quarters of beef.

Three weeks later the vessel arrived in Haifa. Because of the summer heat, perishable goods such as frozen meat, fillets, butter and cheese cannot be unloaded during the day, for Israel does not possess enough refrigerated lorries to transport the goods to the cold storage plants. So it was not until the next afternoon that the ship's engineers switched off the refrigerators. At about five p.m. the holds were opened. Four stevedoring lorry men each were detailed to them. They climbed down into the freezing holds, muffled in sweaters, scarves, long overcoats and gloves.

Land of Deep Freeze

The cold literally slaps the stevedores in the face as they leave Israel's summer to enter into a land of deep freeze by the simple act of climbing down a ladder. The temperature is so low that they can

stand no more than one hour at a stretch, so they work one hour on and one off, coming up on deck to warm up during the break. The work proceeds in this manner in two shifts through the night.

The beef comes in quarters of about 80 kg. each, each neatly wrapped into a sack that fits like a glove and would encourage many a lady in sack fashion style to ask for the tailor's address. The meat is frozen quite stiff and turns the men's fingertips. When they put it down, it falls with a heavy thud, as though it were made of steel.

The men place about 50 pieces in a net sling which the ship's cranes hoist out onto the quayside. Here more men are waiting, throwing each piece onto a conveyor belt that hauls them onto waiting trucks, where two men arrange them into neat heaps. As soon as a truck fills up it goes to a storage plant in Haifa, Tel Aviv or Jerusalem. The unloading goes on until five next morning: lorries going to Tel Aviv have to leave at four at the latest to arrive before the day's heat sets in. By that time the temperature in the holds has risen to three or four degrees below. The holds are closed and the refrigerators are switched on to bring it back to minus 12 by evening for the next night of unloading.

80 Workers

About 80 stevedores are employed on handling the meat in the port each night. Working at the rate of about 200 tons a night, they require about 20 trucks to cart the meat away. Then there are the tally men, one each for the Port Authority, the ship's agent, and NEGOT

(Near East Stevedoring Company) which acts as the Government's agent. Each a tri-lingual expert, such a trio of men is needed to handle the four wheeled, Russian-made trucks that are a sight on the quayside who make out a gate pass for each lorry as it is filled and a few more officials who look on to see that all regulations, from health to honesty, are observed. We also take the men at the weighing bridge in the port into consideration, we'll find more than 100 men on the job in the port, or one for each three tons of meat, and all these men must be paid, at night rates. Here are at least engaged in the stevedoring plant to receive the meat. Then there are the meat handlers, the truckmen and the other workers who get it to your shop, not to speak of all the paper work done in some Government department before each quarter is assigned to a butcher.

Night Job

But this is not the only expense involved in bringing your ration to the table. As unloading can be done only at night, the ship lies idle all day. Fifty nights of unloading mean five days and five nights in port, during which the ship runs up a handsome expense account of several hundred Government dollars a day. And since no unloading is done on Friday nights or Saturday nights, five days usually stretch out into a full week.

It was not until a month later that the meat ship was ready to sail again, its cargo safely in the cold stores of Israel. What about the men who work in the freezing holds?

We visited them one night to watch them on the job. Does the extreme change in temperature from about 28 degrees in the port to 12 degrees minus in the hold affect

their health? "Not if you're healthy to start with," one tough stevedore smiled, huddling in his long coat and sweater. He has been on the meat handling job for five years now and has never been sick, although he goes through a 50 degree change of temperature several times a night. "But if you're got rheumatism, or pains in the back, or if you're generally delicate, you'll be better off in bed at this time of night," he grinned. Occasionally a man faints, but this is rare because only those who feel fit register for meat ships and their frozen holds.

Escape from Summer

The work has its advantages. You do escape the Israel summer for a few hours each night, after all. After midnight you get time-and-a-half for overtime, and since you only work one hour out of every two you can often put in an extra shift when there are not enough men available, which puts a welcome extra pad into the pay pocket. The work itself is no harder than most other jobs in port, where 80 kg. is not heavy."

The men reckon that the 1,200 tons are enough for three ration's of 150 grams each for Israel's population of two million. Divided arithmetically, it actually works out at about seven ration's, but the stevedores point out that you can't divide a ration's into so many customers, and you can't eat your ration's and then eat some more. So next time you eat your 100 grams don't grouse. Sit back for a moment and think of how far so little has come.

FOOD INDUSTRIES MAKE BIG STRIDES

New Products Brighten Market, Increase Export Possibilities

By MIRIAM DAYAN
Jerusalem Post Reporter

GREENGROCERS' stores are stocked with a greater variety of fresh and vegetable every year. The days of austerity when vegetables were rationed are hardly remembered, and with the rapidly expanding horticultural produce of new farmers, the preserve industry is also rapidly developing.

Recent years have seen accumulations and surpluses of certain vegetables with farmers struggling to sell their produce at a reasonable price. Export is the natural solution, but since the possibilities of selling fresh produce abroad are strictly limited

ed by shipping and marketing restrictions, industry has an important role to fill. It seems indeed to be a natural foreign currency earner, for the main raw materials are home-produced and easily obtainable. Nevertheless, it is expected to take some years to find a balance between the needs of the home market and industry. In the meantime, both citrus and tomato product manufacturers will probably put up for some more seasons with not knowing in advance what quantity their firms will handle, since advance estimates cannot be accurate so long as they rely on surplus. The percentage of wastage of any crop varies

seasonally. Seasonal employment is another serious problem at these factories and it is aggravated by the varying length of the seasons. Labour leaders are no less anxious than manufacturers to substitute direct supplies for the present arrangement.

Despite these difficulties, the factories are going ahead with improvements in equipment and branching out into new products. While there has not in fact been an overall increase in present exports during the last few years, all articles sold must meet international requirements and are recognized places on foreign markets in preparation for larger sales in the future.

Squashes Go Well

ORANGE, lemon and grapefruit juices and squashes have always been a favourite refreshing drink, and not only in the countries which grow them. During the Second World War, pregnant mothers and infants were allocated special rations of orange juice concentrate to supply them with vitamins. In times of plenty, a glass of grapefruit juice to start the day has been the first principle of many a health or slimming diet. These juices are exported by Israel to many countries, but our sales fell from 4,475.9 tons in 1958 to 4,141 tons in 1957, not because of a drop in the citrus crop, but because improved spraying and packaging methods had reduced the proportion of second-rate fruit and the industry still depends on culls.

Exports of sliced oranges and grapefruit are however increasing, with Switzerland and Germany recognizing the latter as a delicacy. Marmalade also seems a natural export product, but faces competition by established British firms of repute. The taste for marmalade is of course most developed in England. In most other countries, including Israel, customers prefer sweet jams. Although English firms make their marmalade from oranges imported partly from Israel, our own product has not penetrated the market there.

Tomato Products

Another important fruit is the tomato; manufacturers exported 886 tons of tomato products in 1957, which is only 50 per cent of the quantity sold abroad in 1954. Here again, the policy which limits industry to buying culls is the main reason. The quality of preserves would be improved if special varieties could be grown for this purpose and transported straight from the

field to the conveyor belt. However, local consumers now have a far greater variety of tomato products to choose from. Delicious tomato juice is available at most kiosks, probably a more refreshing and nourishing drink than some of the more popular ones. Tomato purées and ketchup are now bringing the variety in our shops up to European level, along with tomato sauce, in fact, baked beans, etc. Manufacturers have also tried their hand at canning new vegetable varieties, such as gammas and bamia, which are quite unfamiliar to Western customers.

Some 50 firms preserve fruit and vegetables, 30 of them well established. Some in the advanced firms are known as *kosher* who have also proved successful exporters. The industry employs 3,100 workers, largely on a seasonal basis; two-thirds are women. It has been estimated that existing machinery and facilities could cope with about 75 per cent more materials than were used last winter.

New Products

NATURAL citrus vinegar, dispensed with acetic acid is one of the novelties in the advanced firms. Produced by Asia, it is typical of that firm's continuous search for new products.

Asia exports in the first half of 1958 totalled almost \$1m, almost doubling the sum for the same period in 1957. Mr. S. Bejarano tells *The Jerusalem Post* he had been among the most bitter opponents of what he described as the official restriction of supplies to the processing industry; yet his firm succeeded this season in increasing exports by concentrating on its specialties.

Two well-known British firms import Asia products, package them and sell them under their own name. While the Israel firm is not mentioned on the containers, those firms are so well established that the company is satisfied with this recognition of its high-class juices.

Israelis also buy large quantities of fruit juices and are eating more jams every year, Mr. Bejarano declares. The end of jam rationing was met by rush purchases, but now housewives are becoming more selective and like to keep a supply of the children's favourite jam in the larder.

Marmalade from the Ramat Gan factory finds its way to breakfast tables in West Germany and even in the U.S. we were told, in spite of the abundance of citrus products from California. Our dried

melons are becoming popular abroad, especially in England, where they were probably welcomed as a somewhat cheaper desert than the favourite sliced watermelon.

England, West Germany and France head the list of Asia's 20 customers abroad. Together, it is expected, they will bring exports to the total of \$1.5m. this year.

Shops Abroad

PRIVATE groceries in European countries were withstanding the giant supermarkets in the neighbourhood by cultivating individual diets. Mr. I. Plotkin, young Co-Manager of Vita Products, told us on his return from a recent trip. Many housewives preferred to shop where the storekeeper knew their taste and kept their favourite articles specially for them. Such small shops were comparatively clean, and the goods were laid out attractively. Mr. Plotkin praised the greater efficiency of shops which bought only the goods their customers liked and exploited to the maximum the limited space at their disposal. Local shops could also learn from the principle of the self-service stores that what is in the shelves is what is available. They would eliminate stocks which stood weeks on end hidden behind the counter.

Mr. Plotkin's trip was of course connected with the export of his firm's products. Vita sells preserves and soups to 12 countries, including South Africa and Iceland, besides our more familiar customers. Among the new products planned by this firm are new soup brands and sliced peaches, which Mr. Plotkin already looks forward to preserving when supplies of the fresh fruit become more plentiful and prices drop accordingly.

The Israel housewife, proud of her culinary skill, nowadays serves ice-cream which she has prepared herself, adding her own individual touch. Mr. Plotkin asserts. New ice-cream colours and flavours are stepping up sales. They enable the housewife to add fruit, cream or the toddler's egg that nothing else would persuade him to eat.

Mr. Plotkin also dwelt on the lack of legal protection against unfair practices whereby rival firms could imitate the packages and labels of the better established makes. Vita has been among the victims of these practices, which hit particularly hard when many of the buyers cannot read the Hebrew or English labels and so rely mainly on the general appearance of the container.

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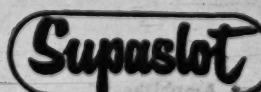
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PIONEER MANUFACTURERS OF SELF-SERVICE & STORAGE EQUIPMENT

Films Penetrate Iron Curtain

Marylin and Tarzan Forerunners of Western Ideas

By GEORGE SHERMAN

LONDON (UPI).—Despite all the fears expressed about a cultural barrier between East and West continuing to come down inch by inch.

The latest lowering has come in the form of films, with the announcement that the Soviet Union has at last agreed to the reciprocal exchange of British and Russian films.

When this agreement is completed and dates established, it will mean that for the first time since the war several modern British films—probably beginning with the Ealing war picture, "Dunkirk"—will be shown in some 60,000 cinemas throughout the Soviet Union. At the same time, Soviet films—probably beginning with this year's entry in the Venice Film Festival, "The Irony of Fate"—will be shown in the more limited number of British cinemas (about six per cent) presenting foreign-language films.

During Stalin's time, the audiences were either fed on "acceptable" Western or Soviet films, or completely inconsequential American productions like the "Tarzan" series. These were merely hors d'oeuvre in a steady diet of Soviet and native films which made cinema-going a boring lesson in propaganda rather than a source of entertainment.

Slanted View

The result was not an altogether happy one. From any point of view, audiences received a completely slanted picture of contemporary Western society, and the more susceptible began copying the fashions, the supposed to be. For instance, after a run of "Tarzan" in the Soviet capital, "Pravda," the Communist Party organ, had to launch a virulent attack against "decadent youth" who had suddenly donned the "barbarian" haircuts and grotesque half-speech of their jungle hero.

Cultural policy in the "thaw" following Stalin's death gradually has become more sensible. Although the general output is still too saturated with stilted ideology to appeal to Western audiences, and Easterners are more Communist films are now depicting recognizable human beings coping with recognizable human problems. The atrocious regime of "socialist realism" is being broadened to incorporate more "realism" about the present and less "socialism" about the future.

For this reason, Western cinema organizations are now talking seriously about reciprocity in exchanging films. Such films as the Polish "Kanał," the touching and brutally realistic portrayal of the 1944 Warsaw uprising; the Soviet "The Forty-First"—the tragic love story of a Jewish girl and a Russian soldier caught up in the civil war; and the Soviet "The Cranes are Flying"—which won the gold medal at the Venice Film Festival last year—have universal appeal.



On their side, the Communists have been regarding every Western film as an attempt to pervert people's minds with "bourgeois" values. Ealing representatives back for the film festival in Moscow last year, for example, reported unimpressed Communist film interest in foreign films, and their agreement to exchange films with only one of many negotiated by foreign film companies there. Entries from all countries were shown, and the official performance of the "Barnacle Bill," the unofficial showing of the British "The Cruel Sea" and "Dunkirk," plus the American "Hush" were all enthusiastically received.

Less Honest

The Communist bloc claims to be more discriminating, but in fact is less honest, regarding popular culture. Poland comes closest to giving the public what it wants—much to the consternation of the Catholic Church, conservative Communists and the Kremlin. Gerard Philips and Yves Montand have captured many a Polish teen-ager's heart, so frequently are their films now played in Poland. In February of this year, there was a "Festival of Festival Films" in Warsaw—mainly prize-winning

Western productions, including such favorites as the American "Marty" and "Friendly Persuasion," and the Italian "La Strada." Perhaps the unending queues and the huge profits of the ticket "speculators" were the best testimony to the tremendous popular response.

The cinemas are not the only entertainment field affected in Poland. Since 1956, "Polish October" of 1956, translations of Hemingway, Faulkner, Camus, and even Sagan have appeared in abundance in every bookstore. Western playwrights from Henryk Ibsen to Samuel Beckett enjoy long runs on the stage. Polish audiences have been treated to American acts by such distinguished ensembles as Dave Brubeck's jazz band—and the Philadelphia Philharmonic Orchestra.

Fresh Air

Even within these bounds, the cultural life of Poland is like a breath of fresh air in Eastern Europe—a sign that Communist orthodoxy no longer has a uniform application throughout the bloc.

Poland is the most extreme example of the ultimate dilemma posed for the Communist world by a less restrictive cultural policy: how to expose themselves to the sunshine of world culture without shedding their Communist overcoat. The present Communist leaders have accepted the risk out of political necessity; they need relaxation and compromise for the survival of their system. Stalin brought them to an impasse from which they are still trying to extricate themselves. Yet, can "orthodoxy" survive even this limited competition of ideas, especially if it is increasingly infected with more force and less conviction? Ideas are infectious—and in the long run far more potent than guns.

YOUNG ARTISTS COMMISSIONED TO PAINT UNESCO PANEL



MAUREGOT, France — Michel Duru and Christian Ott, both aged 8, have a talent for painting and some time ago they painted together a panel for UNESCO. The director of UNESCO visited the exhibition and liked the panel so much that he commissioned the two boys to paint another in the same style for the hall of the new UNESCO building. Michel and Christian are seen here with their panel.

Round the Exhibitions in Jerusalem

Views & Visions

THIS "Views and Visions of the Holy Land" exhibition at the Israel Museum will be enjoyed by all who love to view the Holy Land. The exhibition is a collection of paintings by young artists, many of whom are from the Holy Land. The exhibition is a collection of paintings by young artists, many of whom are from the Holy Land. The exhibition is a collection of paintings by young artists, many of whom are from the Holy Land.

Hanreck Mosaic

NAOMI Hanreck has finished a new large mosaic for the garden of the Supreme Religious Centre. The mosaic is a collection of paintings by young artists, many of whom are from the Holy Land. The exhibition is a collection of paintings by young artists, many of whom are from the Holy Land.

Mr. Zion Show

THE contribution of the Ministry for Religious Affairs to the Jubilee Year Exhibition Programme is an exhibition "Holy Sites" on Mt. Zion, a snappy short, consisting of 12 typewritten photographs and a collection of drawings. The exhibition is a collection of paintings by young artists, many of whom are from the Holy Land.

Radio Review

Bible Broadcast to World

THE International Bible League has been conducting a Bible broadcast to the world. The broadcast is a collection of paintings by young artists, many of whom are from the Holy Land. The exhibition is a collection of paintings by young artists, many of whom are from the Holy Land.

ON THE AIR

8.30 Sport, 9.30 Melody Makers, 10.00 Concert by R.T. Orchestra, 10.30 News, 11.00 Music, 11.30 News, 12.00 Music, 12.30 News, 1.00 Music, 1.30 News, 2.00 Music, 2.30 News, 2.50 Music, 3.00 News, 3.30 Music, 4.00 News, 4.30 Music, 5.00 News, 5.30 Music, 6.00 News, 6.30 Music, 7.00 News, 7.30 Music, 8.00 News, 8.30 Music, 9.00 News, 9.30 Music, 10.00 News, 10.30 Music, 11.00 News, 11.30 Music, 12.00 News, 12.30 Music, 1.00 News, 1.30 Music, 2.00 News, 2.30 Music, 3.00 News, 3.30 Music, 4.00 News, 4.30 Music, 5.00 News, 5.30 Music, 6.00 News, 6.30 Music, 7.00 News, 7.30 Music, 8.00 News, 8.30 Music, 9.00 News, 9.30 Music, 10.00 News, 10.30 Music, 11.00 News, 11.30 Music, 12.00 News, 12.30 Music, 1.00 News, 1.30 Music, 2.00 News, 2.30 Music, 3.00 News, 3.30 Music, 4.00 News, 4.30 Music, 5.00 News, 5.30 Music, 6.00 News, 6.30 Music, 7.00 News, 7.30 Music, 8.00 News, 8.30 Music, 9.00 News, 9.30 Music, 10.00 News, 10.30 Music, 11.00 News, 11.30 Music, 12.00 News, 12.30 Music, 1.00 News, 1.30 Music, 2.00 News, 2.30 Music, 3.00 News, 3.30 Music, 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The Cook and the Chemist

Osem Combines Science with Tasty Packaged Foods

By MARK SEGAL

IT would be pleasant with Osem. The Best Brak factory produces a variety of macaroni, noodles and spaghetti. The well-known "Star of Wheat in a Circle" trademark, which is to be seen everywhere from matchbox covers to cinema slides, the products of Osem during the 15 years of the firm's existence have become a staple item in every housewife's food budget. In fact, the firm's managers speak of supplying 10 per cent of the country's macaroni.

The problem of satisfying the food tastes of this country's conglomerate population is not lost on Osem. In its factory, there are taste panels composed of members of all the country's communities who test the products of the firm's experimental kitchen. The cook works together with the chemist who ensures the durability of the contents assembled by the cook.

The influence of the various waves of immigration is reflected in the increasing varieties offered to the public — one of these is the toasted short-cut macaroni which has found great popularity with members of Oriental communities.

Osem will even issue its own recipe book so that housewives may benefit from the inventiveness of its cook. Osem has developed its own system of reaching the public: its feet of vans go directly to the retailers all over the country introducing new "lines" as the housewife will not have to rely on the initiative of the wholesaler. This was the case of the kibbutzim whose cooks were formerly at the mercy of the storekeepers at their wholesale — Osem's vans drove up to the storehouse door.

The uniformity in quality of products as well as their imaginative packaging has kept Osem in popular demand, and its trade mark will also be prominent on the shelves of the newly opened supermarket.

Osem has made efforts both to guide public taste and to help ease the housewife's lot — an excellent example is the introduction of self-raising flour (in the U.S. self-raising flour is the local market; their special British-made machine enables Osem's technicians to purify the flour to a finer degree than a sieve).

The triangular bottles containing Osem soup seasoning and sauces which were introduced in the last few years have become a familiar sight both in the kitchens and dining rooms of Israel's homes. Constant contacts with European and American producers, and frequent trips to these centres by Osem executives like Mr. S. Omer, have helped the firm keep abreast of latest innovations and have led to the introduction of new delicacies.

Italian Macaroni
One of their latest lines is Italian style "Agavroni" —

Summer Goldrums
What you need is a new hair-style (or a new shade), to lift you out of the summer doldrums that set in when the weather keeps on being just plain hot. Anna's experts will do that for you. And what's more you will feel absolutely wonderful if you include a facial that will make your lovely tan glow. Manicures and pedicures should also be included.

Note to Brides: Anna's special department — just for you, will send you off to the wedding looking fabulous.

Phone for an appointment

SALON ANNETTA
15 Baber Mass, corner Ben Yehuda St., Tel. 2555
Tel Aviv.

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FOR MEAT
FOR FISH
FOR SAUCES

SALAD DRESSING

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FOR FISH
FOR SAUCES

SALAD DRESSING

TELMA

macaroni pre-cooked in tomato puree, tasty and no more trouble to prepare than ordinary macaroni. The small attractive boxes (with the window) in which "Agavroni" will reach the public are only one example of the up-to-date packaging methods of Osem. Its designer is Mr. Otto Wallach, who will be remembered for his contributions to Israel's Philatelic Service.

Osem was one of the first manufacturers to use the polythene plastic bag for commercial purposes, so that the shopper can now not only see what she is buying but be sure of the purity of the contents.

This improved packaging is only part of the general rise in living standards of the past years, which has been facilitated by superior services offered by well-established firms like Osem. An important aspect of Osem's success is that it supplies a broad range of prices to the consumer as well as a third margin of profits to the retailer. Together with the uniformity of its products, this policy has helped the firm to establish its brand as a stable item, not only in the kitchen but in the shopkeeper's accounts.

Osem suffers from the absence of Fair Trade Practices Law in Israel. Thus it is not protected from unfair dealings of competitors. There is no safeguard that its innovations and style of packaging will not be immediately pirated by other firms as soon as they appear on the market, and its investment in research will have gone to waste.

Diary of a Housewife

By Hadassah Bat Haim

A FRIEND who always causes me some uneasiness drops in for the weekend. In spite of the presence of 30 children shouting, throwing water and shouting from sheer high spirits, he sits down quietly to tell me what is wrong with contemporary painting, sculpture, poetry, novels, etc. He also tells me that the pictures I have on my walls are terrible and impossible to live with. He really looks at the pictures for many years as pictures, considering them only as objects that need dusting, and have no violent feeling for them one way or another. I feel that I got them for wedding presents they should be hung somewhere and they are as anything else. I feel unsuitably, is Guffy, and he says witheringly that it is easy to see how mentally and spiritually stagnant I have become.

HAVE always had a lot of difficulty with artistic people who persist in telling me that I am not a housewife and who is faintly human cannot live in surroundings which are not attuned to their souls. Am quite willing to admit this may be true, but as I hardly ever notice my surroundings I maintain that it doesn't affect me. Can sit quite happily in a room with pink and green wallpaper and not even be aware of them till someone points them out. Guffy would shudder and possibly swoon at the thought of the pink and green that leave me quite unmoved or even faintly smiling.

AT one time this failing was embarrassing to me and I carefully learned all the passwords used among the initiates of the exhibition of modern art. I learned to avert my eyes with a deep sigh from artistic representations which were recognizable. I disguised my preference for pictures of people or horses or horses — even animals to geometrical figures and never admitted my fondness for China dogs and snappers.

THE last few years, however, a rebellion has been fermenting inside me. I tell Guffy that the pictures have been up as long as the house and that I have survived without injury. He replies that this is impossible. It has made me insensitive to beauty and unable to perceive any hint of mood or aura that hovers over different colour combinations.

Strawberries in August?
You won't find any on the market now, but you can make the finest home-made Strawberry Ice Cream with the help of Vita Strawberry Ice Mix. A hint for gourmets: top Vita Strawberry Ice Cream with whipped cream and a teaspoon of Vita's Strawberry Condensed. Try also Vita's new Almond Ice Mix.

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Osem was one of the first manufacturers to use the polythene plastic bag for commercial purposes, so that the shopper can now not only see what she is buying but be sure of the purity of the contents.

This improved packaging is only part of the general rise in living standards of the past years, which has been facilitated by superior services offered by well-established firms like Osem. An important aspect of Osem's success is that it supplies a broad range of prices to the consumer as well as a third margin of profits to the retailer. Together with the uniformity of its products, this policy has helped the firm to establish its brand as a stable item, not only in the kitchen but in the shopkeeper's accounts.

Osem suffers from the absence of Fair Trade Practices Law in Israel. Thus it is not protected from unfair dealings of competitors. There is no safeguard that its innovations and style of packaging will not be immediately pirated by other firms as soon as they appear on the market, and its investment in research will have gone to waste.

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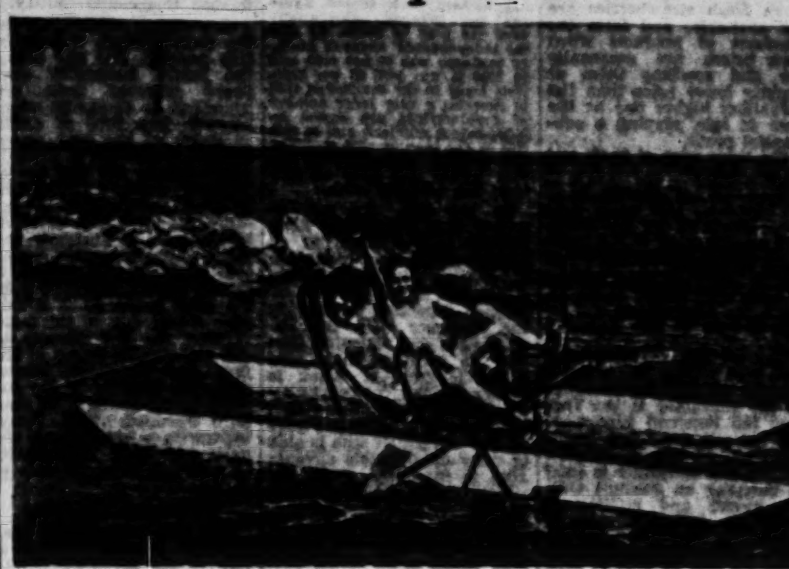
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New Water Sport in Israel



Water bicyclist has now found their way to Israel. The first three of these vehicles are for hire to the public at the Knesset Club at Tel Aviv. The composition of the floats makes the bike unstable even when pedaled and enables it to ride over waves.

M.K. OFF ON I.L.O. TOUR

HANNA Landau, M.P., who is now in England on an I.L.O. tour to study the employment problems of aging persons, is one of Israel's outstanding laborists. Unlike most of the country's leaders, however, she has always identified herself with the urban proletariat. From 1928, when she came to Palestine, to 1947, she worked in a factory, and only left town to work in agricultural settlements when she was unemployed and sent out of the city by the labor exchange.

twice, Mrs. Landau left her job at the textile machines of "Lodzia" for some months in response to appeals by the Workers' Council, once that she set up a department for domestic help and again when she established a department for hired women workers. However, as soon as she had succeeded in laying the foundations of the new organizations she returned to factory work, leaving the management of the departments to others. "I came in order to be a worker and there was little point in doing anything else," she explained in her deep and reassuring voice.

In spite of the fact that she has been a member of the Knesset almost since its inception in 1949 and has held many other positions, Mrs. Landau has not taken on the appearance of a politician. She is quiet but determined in appearance, and does not give the

impression of one who suffers from a guilty conscience. Before Mrs. Landau entered the first Knesset — where she served as chairman of the parliamentary committee which investigated alleged mistreatment of detainees at Jaffa Camp — she set up the Women's Brigade of the Civil Defense during the War and was the only woman judge appointed by the Ministry of Justice under the Provisional Government to deal with black market transactions.

Today Mrs. Landau heads a sub-committee of the Knesset Labour Committee set up to make recommendations for the employment of elderly persons. She was a Deputy Speaker of the House in the Second Knesset, and for two years she headed the Trades Union Department of Mapai until her return to the Third Knesset. During that period she set up a public company, "Machshava," which provides work for elderly persons and produces goods for the local market and for export.

Mrs. Landau is deeply interested in all problems of labor organization and legislation. Her approach is practical and she believes that experience and research should complement each other. It is in this spirit that she is undertaking her present visit to Europe — ready to learn from the experiments of other countries, deeply interested in the peculiar circumstances of her own country and prepared to implement those schemes that appear to her practicable in Israel.

ALIZA LOWENBERG

Pepper Your Pot

By Molly Bar-David

Pepper is the flavouring which does as much for a dish as the sweet red or green pepper. The light green pepper, the dark green pepper, the black pepper — even animals to geometrical figures and never admitted my fondness for China dogs and snappers.

THE last few years, however, a rebellion has been fermenting inside me. I tell Guffy that the pictures have been up as long as the house and that I have survived without injury. He replies that this is impossible. It has made me insensitive to beauty and unable to perceive any hint of mood or aura that hovers over different colour combinations.

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Place margarine, onion, peppers and garlic in a saucepan and simmer until tender, then add remaining ingredients, and cook 10 minutes.

Fried Pepper Rings
You must use fresh green or red peppers (gambas-peppers) for this dish. Wash peppers, slice crosswise. Remove seeds and inner tissue. Dip slices in beaten egg, then in flour, and fry in hot oil. Drain on paper.

Peppers in Olive Oil
Wash and remove seeds from 10 sweet Spanish green peppers. Parboil in salted water. Drain and dry on a cloth. Put 1 clove garlic per pepper, stuff with olive oil. When hot, add peppers, quartered. Cook until peppers begin to brown. Add salt and pepper to taste. Serve hot (if you like, with a little lemon juice).

Peppers with Cheese
The sweet green or red peppers are very tasty combination with cottage cheese. Chop them into cottage cheese and whip up with sour cream and a bit of salt (and if you like, also a bit of chopped onion). Grate cheese and pour cream, plain or with dried pepper in it, over the peppers.

Now Stuffed Peppers
We all know that one of the best-ever dishes is to stuff peppers with a mixture of minced meat and boiled rice, and indeed almost every nation has its recipe for this dish, varied with

native spices and herbs. However, try this one:

Out tops off 6 peppers or cut them lengthwise into halves. Remove inner tissue and seeds. Cook in boiling water for 10 minutes. Drain. Sprinkle with salt and then fill with the following mixture:

2 cups cooked, cooled rice or cooked macaroni, 1½ cups grated yellow cheese (less cheese if you wish), 1 tsp. minced onion, 1 tsp. minced sprouts, salt to taste.

Stuff the peppers in moderate oven or under grill for about 20 minutes. Serve hot.

Marinated Peppers
This is a wonderful relish and may also be used as a salad course. Choose very large and fleshy green and red peppers. Moisten the peppers with vinegar, salt, and a hot flame to seal the skin. Remove the burnt skin. Cover with a piquant French dressing or a pickling mixture of vinegar, sugar, salt, and spices. Let the peppers marinate for a day or two. They will keep in the refrigerator for several weeks.

Pickled Peppers
7 large red peppers, ½ cup sugar, 1¼ cups vinegar. Wash peppers, remove tops and seeds, and cut peppers into strips. Cover strips with boiling water. Let stand 3 minutes. Drain. Pack peppers into sterilized jars. Boil sugar and vinegar to a syrup. Pour over peppers to fill jars and then seal. Makes about three 8-ounce jars.

Peppered Fish
½ lb. fish fillet, 1 lemon, 1 egg, oil, 1 finely chopped onion, salt and pepper to taste, 1 cup chopped tomato, 1 cup chopped sweet red peppers, grated lemon rind.

Heat the oil, add onion and peppers and fry a little. Add tomatoes, a bit of lemon rind and bring to a boil, adding a spoon or two of water if required. Put the fish in the sauce and cook until tender. Squeeze over the juice of one lemon just before serving.

Peppers in Salads
Hot and green peppers are very good in tossed salads where they add both crispness and flavour, as a vegetable. You can cut them in strips or circles, and their shape (in rings or as boats) lend them very effectively for garnishing and slicing. Also, if you mince peppers and add them to a dressing (along with onion) you get a very good dressing for many salads, particularly one with sliced cucumbers, for instance. Chopped peppers and gambas are also very good in mayonnaise (alone or in combination with other pickles and seasonings to make Thousand Island Dressing).

Does summer make you tired?
Drink a cup of ELITE'S INSTANT COFFEE in between, iced or hot, according to taste. You will feel refreshed immediately. This is 100% pure coffee with an exquisite aroma. Only half a minute to prepare in your cup ready instantly. Don't forget to take a tin home today.

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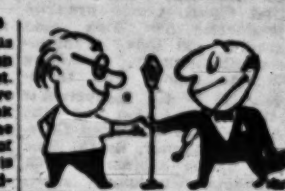
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Jewish Doctors Parley

By Dr. Arthur Michaels

DUTYMAN are a gregarious lot and perhaps Jewish doctors more so than most. So that as it may, I have been spending the last week at the deliberations of the Fourth World Assembly of Jewish Physicians which is animated to the Israel Medical Association. The main purpose of the congress seems to have been a pleasant get-together, and it was said that some 300 physicians came from eight countries to meet their colleagues and talk shop. There were no scientific sessions as well, however, and on the first day an impressive array of local experts marshalled a formidable array of facts and took stock of how far we had come in the past 10 years.

In numbers, of course, we have come a long way and I for one was surprised to learn that Professor Maschl considers us a "normal" population. We used to be a "young" population with a high proportion of young people, lots of babies and few old people. This is still relatively so if we are compared with Sweden or Eng-



land but not so if we compare ourselves with the world average. We should now grow slowly and regularly (U.S. population is shrinking) and should be well over the three million mark 20 years hence. Other things, of course, being equal. Accounts were also given of general health progress and the special health problems of immigration. It is estimated that 20,000 patients with tuberculosis came here during the first years of the State, and many of them did not live long in the Promised Land. Mass radiography, opening of new hospitals and S.C.G. vaccination all combined to give us, today, one of the lowest death rates from tuberculosis in the world.

Professor Maschl said that when he came to Pal-

estine 40 years ago there were two diseases, malaria and trachoma, and fever and blindness were the usual lot of the inhabitants. Over the years, these were conquered and fell almost to zero, only to reappear again after 1948. This time we had the "new-bow" and within only a few years the cases were cured and the diseases were once more a rarity. More than 10,000 children came with ringworm of the scalp during the first few years but a vigorous program of treatment (all the hair must be made to fall out by X-ray) has brought it again within manageable proportions. One thing we are especially rich in is bowel upsets and although here too we seem to be getting the upper hand, things are going much more slowly than with other diseases.

